

ABSTRACT

A targeted integrated image is created for delivery to a user. Content of potential interest to the user is determined based on at least one user preference. This determination may be made prior to or during the user's request for an image, such as video content, or while the user is receiving an image, such as a menu or programming guide. An image representing the content of potential interest to the user, such as a barker is selected and combined with another image of interest to the user to form a targeted integrated image for delivery to the user. The user preference may include information representing content viewing habits or content ordering habits of the user. The user preferences may be associated with the identity of the user.